Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-30 (cancel)

Claim 31 (new): A method comprising:

assigning an individual identifier to a set of client systems each having at least one addressable agent;

assigning a group identifier to a subset of client systems within the set of client systems; and

enabling a first client system in the set of client systems to determine whether a message is directed to the first client system or to the subset of client systems.

Claim 32 (new): The method of claim 31 including sending television content to the set of client systems, wherein the message is embedded in service information data sent with the television content.

Claim 33 (new): The method of claim 31 wherein assigning an individual identifier includes assigning as part of the individual identifier a code portion that identifies a particular client system as belonging to a subset of client systems within the set of client systems.

Claim 34 (new): The method of claim 33 including comparing a group identifier, received by a client system with a message, to the client system's individual identifier to determine whether the particular client system is within the subset of client systems.

Claim 35 (new): The method of claim 31 wherein enabling the first client system further comprises enabling the first client system to determine if the message includes a service identifier corresponding to the at least one addressable agent.

Claim 36 (new): The method of claim 35 further comprising processing the message in the at least one addressable agent if the message is directed to the first client system.

Claim 37 (new): The method of claim 31 wherein assigning the individual identifier comprises assigning a unidirectional messaging system (UMS) address and port and a unique client identifier to each of the set of client systems.

Claim 38 (new): The method of claim 37 further comprising dynamically adjusting the UMS address and port of at least one of the set of client systems.

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Claim 39 (new): An article comprising a medium storing instructions that enable a processor-based system to:

assign an individual identifier to a set of client systems each having at least one addressable agent;

assign a group identifier to a subset of client systems within the set of client systems; and

enable a first client system in the set of client systems to determine whether a message is directed to the first client system or to the subset of client systems.

Claim 40 (new): The article of claim 39 further storing instructions that enable the processor-based system to send television content to the set of client systems, wherein the message is embedded in service information data sent with the television content.

Claim 41 (new): The article of claim 39 further storing instructions that enable the processor-based system to assign as part of the individual identifier a code portion that identifies a particular client system as belonging to a subset of client systems within the set of client systems.

Claim 42 (new): The article of claim 39 wherein enabling the first client system further comprises enabling the first client system to determine if the message includes a service identifier corresponding to the at least one addressable agent.

Claim 43 (new): The article of claim 42 further storing instructions that enable the processor-based system to process the message in the at least one addressable agent if the message is directed to the first client system.

Claim 44 (new): The article of claim 41 further storing instructions that enable the processor-based system to compare a group identifier, received by a client system with a message, to the client system's individual identifier to determine whether the client system is within the subset of the client systems.

Claim 45 (new): A method comprising:

assigning a different address to each of at least two agents on a client system of a multicast system; and

determining whether a message sent to a plurality of client systems of the multicast system and received by said client system is addressed to one of said at least two agents.

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Claim 46 (new): The method of claim 45 including receiving at least two different types of messages at said client system including a software update message and a short message service message.

Claim 47 (new): The method of claim 46 including receiving messages including software and messages not including software.

Claim 48 (new): The method of claim 47 including receiving different addresses with messages that include software and messages that do not include software.

Claim 49 (new): The method of claim 48 further comprising determining if the messages including software are directed to an agent on the client system to handle the downloading of software based upon a service identifier associated with the agent.

Claim 50 (new): The method of claim 45 further comprising determining whether a message is sent to a first client system of the multicast system or a subset of the plurality of client systems based upon an individual identifier of the first client system and a group identifier of the subset of the plurality of client systems.

Claim 51 (new): A system comprising:

a processor-based device including a first addressable agent and a second addressable agent, the processor-based device comprising a client system of a multicast network; and

a storage coupled to said processor-based device storing instructions that enable the processor-based device to assign a different address to the first and second addressable agents and determine whether a message sent to a plurality of client systems of the multicast network and received by said client system is addressed to one of the first and second addressable agents.

Claim 52 (new): The system of claim 51 wherein the system further comprises a service acquisition module to receive a broadcast data stream and provide a program identifier to a tuner of the processor-based device, and to extract the message and to provide the message to a unidirectional messaging module of the processor-based device.

Claim 53 (new): The system of claim 52 wherein the unidirectional messaging module is to determine if the message is addressed to the first addressable agent or the second addressable agent.

Claim 54 (new): The system of claim 52 wherein the unidirectional messaging module to determine if the message is addressed to the first addressable agent or the second addressable agent based upon a service identifier within the message.

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Claim 55 (new):   The system of claim 51 wherein the storage is to further store instructions that enable the processor-based device to determine whether a message is directed to a first client system of the multicast network or a subset of the plurality of client systems of the multicast network based upon an individual identifier of the first client system and a group identifier of the subset of the plurality of client systems.